

**AMENDMENTS to the CLAIMS**

A detailed listing of all claims that are, or were, in the present application is provided below. The status of each claim is identified, and markings indicate changes that have been made to any claims being currently amended by this Amendment.

1-2. (CANCELED)

3. (CURRENTLY AMENDED) A method comprising:  
receiving transaction data associated with a customer transaction;  
retrieving a customer record based on the transaction data, the customer record including account information identifying a primary account holder and at least one sub-account holder;  
determining that ~~at least one of~~ the primary account holder and at least one of the sub-account holders [is] are physically present;  
transacting with at least one of the ~~a present~~ primary account holder and a present sub-account holder;  
determining a reward; and  
allocating the reward according to at least one rule to at least one of the [a] primary account holder and any sub-account holders determined to be present.

4. (PREVIOUSLY PRESENTED) The method of claim 3, in which receiving transaction data further comprises receiving frequent shopper data.

5. (CANCELLED)

6. (CURRENTLY AMENDED) The method of claim 3 [5], in which transacting requires presentation of ~~wherein the authorization data comprises~~ a personal identification number of the primary account holder.

7. (CURRENTLY AMENDED) The method of claim 3, in which determining if ~~at least one of~~ the primary account holder and at least one sub-account holder [is] are physically present comprises receiving physical presence information.

8. (PREVIOUSLY PRESENTED) The method of claim 7, wherein the physical presence information comprises at least one of typed data, voice data, license plate data, biometric data, audio-spatial data, voice recognition data, handwriting recognition data, fingerprint data, retinal data, credit card data, smart card data, data from a touchscreen, and data from an input device.

9. (PREVIOUSLY PRESENTED) The method of claim 7, further comprising: evaluating the transaction based on at least one of the physical presence information and the transaction data; and updating the customer record in accordance with the evaluation.

10. (PREVIOUSLY PRESENTED) The method of claim 9, in which updating comprises at least one of adding reward points, subtracting reward points, calculating a reward level, and allocating a calculated award level to at least one of the primary account holder and at least one sub-account holder.

11. (PREVIOUSLY PRESENTED) The method of claim 3, wherein the reward comprises at least one of an immediate discount associated with the transaction, an increase in reward points, a future discount, a coupon, and a monetary rebate.

12. (PREVIOUSLY PRESENTED) The method of claim 3, wherein the at least one rule comprises at least one of transaction rules, reward rules, physical presence rules, and affiliation rules.

13. (CURRENTLY AMENDED) The method of claim 3, further comprising, prior to determining if ~~at least one of~~ the primary account holder and at least one of the sub-account holders are physically [is] present:

transmitting display data including account member indicia associated with a frequent shopper account for display on a display device; and

providing a prompt to select at least one of the account member indicia which corresponds to the identity of at least one of the primary account holder and the sub-account holders.

14. (CURRENTLY AMENDED) A computer readable medium storing instructions configured to direct a processor to:

receive transaction data associated with a customer transaction;

retrieve a customer record based on the transaction data, the customer record including account information identifying a primary account holder and at least one sub-account holder;

determine that ~~at least one of~~ the primary account holder and at least one of the sub-account holders are physically [is] present;

transact with at least one of the [a] present primary account holder and a present sub-account holder;

determine a reward; and

allocate the reward according to at least one rule to at least one of [a] the primary account holder and any sub-account holders determined to be present.

15. (PREVIOUSLY PRESENTED) The computer readable medium of claim 14, in which the instructions for receiving transaction data further comprise instructions configured to direct the processor to receive frequent shopper data.

16. (CANCELLED)

17. (CURRENTLY AMENDED) The computer readable medium of claim 14, in which the instructions for determining if ~~at least one of~~ the primary account holder and at least one sub-account holder are physically [is] present comprise instructions configured to receive physical presence information.

18. (PREVIOUSLY PRESENTED) The computer readable medium of claim 17, which further comprises instructions configured to direct the processor to:

evaluate the transaction based on at least one of the physical presence information and the transaction data; and

update the customer record in accordance with the evaluation.

19. (PREVIOUSLY PRESENTED) The computer readable medium of claim 18, in which the instructions for updating the customer record comprise instructions configured to direct the processor to at least one of add reward points, subtract reward points, calculate a reward level, and allocate a calculated award level, to at least one of the primary account holder and at least one sub-account holder.

20. (PREVIOUSLY PRESENTED) The computer readable medium of claim 14, in which the instructions for determining the reward comprise instructions configured to direct the processor to provide at least one of an immediate discount associated with the transaction, an increase in reward points, a future discount, a coupon, and a monetary rebate.

21. (PREVIOUSLY PRESENTED) The computer readable medium of claim 14, in which the instructions for allocating the reward comprise instructions configured to direct the processor to utilize at least one of transaction rules, reward rules, physical presence rules, and affiliation rules.

22. (CURRENTLY AMENDED) The computer readable medium of claim 14, which further comprises instructions configured to direct the processor to, prior to determining if ~~at least one of~~ the primary account holder and at least one of the sub-account holders [is] are physically present:

transmit display data including account member indicia associated with a frequent shopper account for display on a display device; and

provide a prompt to select at least one of the account member indicia which corresponds to the identity of at least one of the primary account holder and the sub-account holders.

23. (CURRENTLY AMENDED) A system, comprising:  
a transaction controller including a microprocessor and a memory;  
at least one input device operatively connected to the transaction controller; and  
an output device operatively connected to the transaction controller;  
wherein the at least one input device receives transaction data associated with a customer transaction, the microprocessor retrieves a customer record based on the transaction data, the customer record including account information identifying a primary account holder and at least one sub-account holder, the at least one input device receives physical presence information, the microprocessor determines based on the physical presence information that at least one of the primary account holder and at least one of the sub-account holders are [is] present, transacts with at least one of ~~a present~~ the primary account holder and a present sub-account holder, determines a reward, and allocates the reward according to at least one rule to at least one of the [a] primary account holder and any sub-account holders determined to be present.

24. (PREVIOUSLY PRESENTED) The system of claim 23, further comprising at least one server in communication with the transaction controller, wherein the server comprises an input/output circuit, a microprocessor, and a memory including at least one of an awards rules database, an awards database, and entertainment programs.

25. (PREVIOUSLY PRESENTED) The system of claim 23, wherein the at least one input device comprises at least one of a biometric device, a voice recognition unit, a license plate scanner, a handwriting recognition unit, a fingerprint scanner, a retinal scanner, a barcode scanner, a touchscreen, a keyboard, and a computer mouse.

26. (PREVIOUSLY PRESENTED) The system of claim 23, wherein the microprocessor is further operable to update an account of at least one of the primary account holder and at least one sub-account holder.

27. (PREVIOUSLY PRESENTED) The system of claim 23, wherein the input device comprises a card reader, and the customer utilizes at least one of a frequent shopper card, bank card, credit card, debit card, and an affinity card to provide data.